243.   The system of claim 242, wherein the at least one embedded instruction is part of a set of instructions that are embedded in the content to cause generation of monitoring information about the display of the content.

244.   The system of claim 242, wherein the at least one embedded instruction links to a set of instructions that reside external to the content to cause generation of monitoring information about the display of the content.

245.   The system of claim 242, wherein the generated monitoring information indicates that the content was displayed.

246.   The system of claim 242, wherein the remote site is the content provider site.

247.   The system of claim 242, wherein the generated monitoring information about the display of the content is stored on the remote site.

248.   The system of claim 247, wherein the remote site performs analysis on the generated monitoring information about the display of the content.

249.   The system of claim 242, wherein the content is provided by a content provider with an assigned account number, and wherein the generated monitoring information about the display of the content contains the account number of the content provider.

250.   The system of claim 242, wherein the generated monitoring information about the display of the content includes a time stamp.

251.   The system of claim 242, wherein the generated monitoring information about the display of the content includes identifying information about the content display site.

252.   The system of claim 242, wherein the generated monitoring information about the display of the content includes demographic information.

253.   A system in a computer networked environment for detecting each time content is displayed at a content display site, comprising:

        a content provider site that stores content, wherein the content has embedded therein at least one instruction to cause detection of display of the content;

        a content display site for displaying the content, wherein the display of the content on the content display site causes the execution of the at least one embedded instruction, thereby

2

causing the display of the content to be detected and causing the generation of a data signal encoded with data indicating that the content was displayed; and

a remote site adapted to receive the generated data signal.

254. The system of claim 253, wherein the at least one embedded instruction is part of a set of instructions that are embedded in the content to detect the display of the content and to generate the data signal.

255. The system of claim 253, wherein the at least one embedded instruction links to a set of instructions that reside external to the content to cause detection of the display of the content and generation of the data signal.

256. The system of claim 253, wherein the remote site is the content provider site.

257. The system of claim 253, wherein the remote site extracts the encoded data from the data signal and stores the data.

258. The system of claim 257, wherein the remote site performs analysis on the stored data.

259. The system of claim 253, wherein the content is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal includes the account number of the content provider.

260. The system of claim 253, wherein the encoded data of the data signal includes a time stamp.

261. The system of claim 253, wherein the encoded data of the data signal includes identifying information about the content display site.

262. The system of claim 253, wherein the encoded data of the data signal includes demographic information.

263. A system in a computer networked environment for detecting each time content is displayed at a content display site, comprising:

a computer readable medium having content stored thereon, wherein the content has embedded therein at least one instruction to cause detection of display of the content;

3

a content display site for displaying the content, wherein the display of the content on the content display site causes the execution of the at least one embedded instruction, thereby causing the display of the content to be detected and causing the generation of a data signal encoded with data indicating that the content was displayed; and

a remote site adapted to receive the generated data signal.

264. The system of claim 263, wherein the computer readable medium is resident on a content provider site.

265. The system of claim 264, wherein the remote site is the content provider site.

266. The system of claim 263, wherein the computer readable medium is resident on the content display site.

267. The system of claim 263, wherein the at least one embedded instruction is part of a set of instructions that are embedded in the content to detect the display of the content and to generate the data signal.

268. The system of claim 263, wherein the at least one embedded instruction links to a set of instructions that reside external to the content to cause detection of the display of the content and generation of the data signal.

269. The system of claim 263, wherein the remote site extracts the encoded data from the data signal and stores the data.

270. The system of claim 269, wherein the remote site performs analysis on the stored data.

271. The system of claim 263, wherein the content is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal includes the account number of the content provider.

272. The system of claim 263, wherein the encoded data of the data signal includes a time stamp.

273. The system of claim 263, wherein the encoded data of the data signal includes identifying information about the content display site.

4

274.   The system of claim 263, wherein the encoded data of the data signal includes demographic information.

275.   A method for detecting each time content is displayed at a content display site, comprising:

providing content that has embedded therein at least one instruction that causes display of the content to be detected; and

displaying the content at a content display site, thereby causing the execution of the at least one embedded instruction to cause the generation of a data signal encoded with data indicating that the content was displayed.

276.   The method of claim 275, wherein the content is provided by a content provider site.

277.   The method of claim 275, wherein the content is provided by the content display site.

278.   The method of claim 275, wherein the at least one embedded instruction is part of a set of instructions that are embedded in the content to detect the display of the content and to generate the data signal.

279.   The method of claim 275, wherein the at least one embedded instruction links to a set of instructions that reside external to the content to cause the detection of the display of the content and generation of the data signal.

280.   The method of claim 275, wherein the content is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal includes the account number of the content provider.

281.   The method of claim 275, wherein the encoded data of the data signal includes a time stamp.

282.   The method of claim 275, wherein the encoded data of the data signal includes identifying information about the content display site.

283.   The method of claim 275, wherein the encoded data of the data signal includes demographic information.

284. The method of claim 275, further comprising:

transmitting the data signal to a remote site;

extracting the encoded data from the data signal; and

storing the extracted data at the remote site.

285. The method of claim 284, wherein the remote site is a content provider site.

286. The method of claim 284, further comprising analyzing the stored data.

287. A computer readable medium containing content for display comprising at least one item of content having embedded therein at least one instruction that causes display of the content to be detected.

288. The computer readable medium of claim 287, wherein the computer readable medium is resident on a content provider site.

289. The computer readable medium of claim 287, wherein the computer readable medium is resident on a content display site.

290. The computer readable medium of claim 287, wherein the at least one embedded instruction is part of a set of instructions that are embedded in the content to detect the display of the content and to generate a data signal.

291. The computer readable medium of claim 287, wherein the at least one embedded instruction links to a set of instructions that reside external to the content to cause detection of the display of the content and the generation of a data signal.

292. A computer readable medium comprising at least one instruction for use in detecting the display of content, wherein the at least one instruction is configured to be embedded in at least one item of content.

293. A data signal indicating that content was displayed, prepared by a method comprising:

providing content that has embedded therein at least one instruction that causes display of the content to be detected; and

6

displaying the content at a content display site, thereby causing the execution of the at least one embedded instruction to cause the generation of a data signal encoded with data indicating that the content was displayed.

294.   The data signal of claim 293, wherein the content is provided by a content provider with an assigned account number, and wherein the encoded data contains the account number of the content provider.

295.   The data signal of claim 293, wherein the encoded data includes a time stamp.

296.   The data signal of claim 293, wherein the encoded data includes identifying information about the content display site.

297.   The data signal of claim 293, wherein the encoded data includes demographic information.

298.   A remote site for capturing data about the display of content at a content display site, comprising:

at least one server computer having an interface for communicating over a computer network with a content display site, wherein the server receives a data signal encoded with data indicating that content was displayed at the content display site and wherein the data signal was generated by the execution of at least one instruction embedded within the content that was displayed.

299.   The remote site of claim 298, wherein the remote site is a content provider site.

300.   The remote site of claim 298, wherein the remote site extracts the encoded data from the data signal and stores the data.

301.   The remote site of claim 300, wherein the remote site performs analysis on the stored data.

302.   The remote site of claim 298, wherein the content is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal contains the account number of the content provider.

303.   The remote site of claim 298, wherein the encoded data of the data signal includes a time stamp.

7